

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>493417</b>	
	<b>Alt Order #:</b>		
	<b>Product Desc:</b>	<b>Flight 1</b>	
	<b>Estimate:</b>		
	<b>Flight Dates:</b>	<b>09/17/12 - 10/07/12</b>	<b>Primary AE:</b> House KPHO Local House KPHO Local
	<b>Original Date / Rev:</b>	<b>09/12/12 / 09/12/12</b>	<b>Sales Office:</b> KPHO
	<b>Order Type:</b>	<b>GENERAL</b>	<b>Sales Region:</b> Local
<b>Agency</b>	<b>Name:</b>	<b>Carlton Media Group</b>	
	<b>Buying Contact:</b>	<b>Fran Parker</b>	<b>Billing Type:</b> Cash
	<b>Billing Contact:</b>		<b>Billing Calendar:</b> Broadcast
		<b>4475 E Via Los Caballos</b>	<b>Billing Cycle:</b> EOM/EOC
		<b>Phoenix, AZ 85028</b>	<b>Agency Commission:</b> 15%
<b>Advertiser</b>	<b>Name:</b>	<b>Yes On 204</b>	
	<b>Demographic:</b>	<b>A35+</b>	<b>New Business Thru:</b>
	<b>Product Codes:</b>	<b>Political-Issues</b>	<b>Order Separation:</b> 00:10:00
	<b>Priority:</b>	<b>IMP</b>	<b>Advertiser External ID:</b>
	<b>Revenue Codes:</b>	<b>POL, PLI, POL LPL</b>	<b>Agency External ID:</b>

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	63	\$34,600.00	\$29,410.00
10/01/12	10/07/12	30	\$13,300.00	\$11,305.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	63	\$34,600.00	\$29,410.00	0.00
October 2012	30	\$13,300.00	\$11,305.00	0.00
<b>Totals</b>	<b>93</b>	<b>\$47,900.00</b>	<b>\$40,715.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KPHO			Start Of Order - End Of Order	100%

Order Share	Share	Total
CBS5	25%	\$47,900.00
Market	100%	\$191,600.00

Competitive Share	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	25%	\$47,900.00
KPAZ	0%	\$0.00
KPNX	25%	\$47,900.00
KPPX	0%	\$0.00
KSAZ	25%	\$47,900.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00

Order / Rev: 493417  
 Alt Order #:  
 Flight Dates: 09/17/12 - 10/07/12

Advertiser: Yes On 204  
 Product Desc: Flight 1  
 Estimate:  
 CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPHO	09/17/12	10/05/12	M-Th, Su 430-5a CBS 5 NEWS @ 4:30A	CM	M-Th, Su 430a-459MTWT---S	:30	5	\$75.00	IMP	0.00	NM	15	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWT--S				5	\$75.00		0.00			
		Week: 09/24/12	09/30/12	MTWT--S				5	\$75.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---				5	\$75.00		0.00			
2	KPHO	09/17/12	10/05/12	M-F 5a-6a CBS 5 NEWS @ 5A	CM	M-F 5a-6a MTWTF--	:30	3	\$200.00	IMP	0.00	NM	9	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				3	\$200.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--				3	\$200.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--				3	\$200.00		0.00			
3	KPHO	09/17/12	10/05/12	M-F Midday News CBS 5 NEWS @ NOON	CM	M-F 12p-1230p MTWTF--	:30	3	\$375.00	IMP	0.00	NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				3	\$375.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--				3	\$375.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--				3	\$375.00		0.00			
4	KPHO	09/17/12	10/05/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p MTWTF--	:30	3	\$250.00	IMP	0.00	NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				3	\$250.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--				3	\$250.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--				3	\$250.00		0.00			
5	KPHO	09/17/12	10/05/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p MTWTF--	:30	4	\$500.00	IMP	0.00	NM	12	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				4	\$500.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--				4	\$500.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--				4	\$500.00		0.00			
6	KPHO	09/17/12	10/05/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News MTWTF--	:30	4	\$650.00	IMP	0.00	NM	12	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--				4	\$650.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--				4	\$650.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--				4	\$650.00		0.00			
7	KPHO	09/22/12	10/06/12	Sat 5PM News CBS 5 NEWS @ 5P	CM	Sa 5PM News -----S-	:30	1	\$300.00	IMP	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-				1	\$300.00		0.00			
		Week: 09/24/12	09/30/12	-----S-				1	\$300.00		0.00			
		Week: 10/01/12	10/07/12	-----S-				1	\$300.00		0.00			
8	KPHO	09/22/12	10/06/12	Sat 530PM News CBS 5 NEWS @ 530P	CM	Sat 530PM News -----S-	:30	1	\$300.00	IMP	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-				1	\$300.00		0.00			
		Week: 09/24/12	09/30/12	-----S-				1	\$300.00		0.00			
		Week: 10/01/12	10/07/12	-----S-				1	\$300.00		0.00			
9	KPHO	09/22/12	10/06/12	Sa 630PM News CBS 5 NEWS @ 630P	CM	Sa 630PM News -----S-	:30	1	\$350.00	IMP	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-				1	\$350.00		0.00			
		Week: 09/24/12	09/30/12	-----S-				1	\$350.00		0.00			
		Week: 10/01/12	10/07/12	-----S-				1	\$350.00		0.00			
10	KPHO	09/21/12	09/28/12	Fri 9p-10p BLUE BLOODS	CM	F 9p-10p ----F--	:30	1	\$3,000.00	IMP	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--				1	\$3,000.00		0.00			
		Week: 09/24/12	09/30/12	----F--				1	\$3,000.00		0.00			
11	KPHO	09/23/12	09/23/12		CM	Sun 6p-7p -----S	:30	1	\$2,000.00	IMP	0.00	NM	1	\$2,000.00

Order / Rev: 493417  
 Alt Order #:  
 Flight Dates: 09/17/12 - 10/07/12

Advertiser: Yes On 204  
 Product Desc: Flight 1  
 Estimate:  
 CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun 6p-7p 60 MINUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S				1	\$2,000.00		0.00			
12	KPHO	09/17/12	10/05/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p MTWTF--	:30	4	\$1,000.00	IMP	0.00	NM	12	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	MTWTF--				4	\$1,000.00		0.00			
Week: 09/24/12		09/24/12	09/30/12	MTWTF--				4	\$1,000.00		0.00			
Week: 10/01/12		10/01/12	10/07/12	MTWTF--				4	\$1,000.00		0.00			
13	KPHO	09/23/12	10/07/12	Su Late News Su Late News	CM	Su 10p-1035p -----S	:30	1	\$900.00	IMP	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----S				1	\$900.00		0.00			
Week: 09/24/12		09/24/12	09/30/12	-----S				1	\$900.00		0.00			
Week: 10/01/12		10/01/12	10/07/12	-----S				1	\$900.00		0.00			
*Tax 1 Note: Tax 0.5%												Totals	93	\$47,900.00

\*Tax 1 Note: Tax 0.5%

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">KPHO</span> <span style="font-size: 1.2em; margin-left: 100px;">Phoenix, AZ</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">9/13/12</span>
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I, Fran Parker

do hereby request station time concerning the following issue:

Quality Education and Jobs Act

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Quality Education and Jobs Act

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Quality Education and Jobs Act*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9/13/12      *Jan E Parker*      480-991-5304  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Reject

\_\_\_\_\_  
Signature                      Printed Name                      Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to  
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	No. of

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.